



# D E R E K L A F O R E T

**Web** laforet.co  
**E-mail** derek@laforet.co

## Profile

The individual that always looks outside the box. Derek strives to push the known boundaries of design in both traditional, and non-traditional settings. With strong passion and the willingness to go above and beyond, he can find solutions to problems in the least expected places. Known for being a team player, Derek is creative under extreme and stressful working conditions in any workplace environment.

## Education

### Ontario College Advanced Diploma of Graphic Design

*Conestoga College, Kitchener, Ontario*

› Graduated 2012

### Student Graphic Designer, School Projects:

Clients include but are not limited to: *Logikor Dedicated Logistics, 3 Point, Conestoga College Learning Resource Centre*, the Practical Nursing program at *Conestoga College, Schneider Foods, Kitchener Waterloo Oktoberfest, Elmira Maple Syrup Festival, The Walter Fedy Partnership*, the *Titanic Exhibition* at *The Museum* in downtown Kitchener, the Broadcasting program (*Conestoga Connected*) at *Conestoga College* and the *Institute of Food Processing Technology* at *Conestoga College*.

Some designs that were used or considered (top 5) were: Photography and T-shirt design for *Elmira Maple Syrup Festival, Titanic Exhibition Poster*, and the Broadcasting Program (*Conestoga Connected*) Logo.

### Ontario Secondary School Diploma (OSSD) [High School Diploma]

*La Salle Secondary School, Kingston, Ontario, Canada*

› Graduated 2008

## Experience

### Design Manager, Dejero, Full-time, Waterloo, Ontario December 2021 – Present

**Key Responsibilities:** Managed the company's website through *HubSpot* in addition to other assets. Continued to be the first point of contact for design needs across the company. Expanded own skill set to better support the company's evolution while looking towards future growth.

**Client:** *Dejero*

### Graphic Designer, Dejero, Full-time, Waterloo, Ontario March 2020 – December 2021

**Key Responsibilities:** Facilitated brand-realignment across the company's assets. Connected with and supported internal teams design needs. These design needs varied from marketing responsibilities, UI / UX design asks, swag, and videos. Learned new skills like *HubSpot* to better support the company.

**Client:** *Dejero*

### Graphic Designer, OpenText Corp., Full-time, Waterloo, Ontario June 2017 – February 2020

**Key Responsibilities:** As a member of the in-house Creative Services team once again, this position evolved from a contract to a full-time permanent position very quickly. Beginning with similar responsibilities as the last position in 2014 to 2015, this position evolved into a full digital role. As such, new skills and new prototyping tools like *Figma* had to be learned in a short amount of time to handle the new responsibilities of the role. These responsibilities ranged from simple banners to full on UX mockups and designs. Through these responsibilities a new design system took shape and was directly driven by the team.

**Key Projects:** *OpenText Enterprise World 2017, and OpenText Creative Services UX Design System*

**Client:** *OpenText*

### Graphic Designer, Sortable, Freelance, Kitchener, Ontario October 2016 – December 2016

**Key Responsibilities:** As a Graphic Designer working as an independent contractor, responsibilities included working independently and receiving direct feedback from the development team lead. This work was to create mockups based on the *Bing Keywords* project. Work had to be completed very efficiently as talks with clients were ongoing throughout the process. This was a short-term contract.

**Key Projects:** *Bing Keywords*

**Client:** *Sortable*

### Graphic Designer, OpenText Corp., Contract, Waterloo, Ontario October 2014 – June 2015

**Key Responsibilities:** As a member of the in-house Creative Services team, we created design solutions that followed the *OpenText* corporate brand. We maintained brand consistency across all formats. The team received a high volume of daily internal requests from other worldwide *OpenText* services. As such, the entire team required the ability to prioritize competing requests. To complete all assigned design tasks effective time management was essential. Examples of the variety of internal requests from the team are internet banners, collateral PDFs, videos, and large international event designs. These designs would later be handed off to the client for approval and a third party (if needed) for printing.

**Key Projects:** *OpenText Innovation Tour, OpenText Tech Talk, and various other projects at OpenText*

**Client:** *OpenText*

[Continued on the next page](#)



# D E R E K L A F O R E T

**Web** laforet.co  
**E-mail** derek@laforet.co

## Experience continued

**Designer, Carve Integrated Branding Inc., Freelance, Waterloo, Ontario October 2013 – November 2013**

**Key Responsibilities:** In a short open-ended contract, create unique design solutions in a small agency (boutique) environment. These solutions were taken from the start to a finished print ready format.

**Key Projects:** *K2 Condominiums*

**Clients:** *U.I.D. Development Inc., and Momentum Developments*

**Graphic / Production Designer, PineLake Communications, Contract, Waterloo, Ontario November 2012 – April 2013**

**Key Responsibilities:** Meet demanding deadlines in an agency environment, animatic production, quality control, and the training of new contractors. Files had to be kept exceptionally clean so that they could be understood and animated in *Adobe After Effects* easily.

**Key Projects:** *BlackBerry Z10 How To Demos* and *BlackBerry Q10 How To Demos*

**Client:** *BlackBerry*

**Graphic Design Intern, Carve Integrated Branding Inc., Internship, Waterloo, Ontario March 2012 – April 2012**

**Key Responsibilities:** Working in a small agency (boutique) environment receiving creative briefs and creating design work that conforms and pushes the boundaries on what the client has desired.

**Key Projects:** Brand identity and website for *Chef Maribel's Culinary Adventures*

**Clients:** *Chef Maribel* in conjunction with *Goliger's Travel Plus*

**Student Assistant, Conestoga College, Part-time, Kitchener, Ontario January 2011 – April 2011**

**Key Responsibilities:** Do assorted work throughout the graphic design wing, deal with clients, tech support with the printers, and helping others.

**Key Projects:** Began the initial conceptual work (lower thirds) for the *Communitech Hub* in Kitchener, Ontario that would be used in their videos introducing their clientele in the building.

**Client:** *Communitech Hub*

## Other Experience

**Customer Service Representative, StarTek, Full-time, Kingston, Ontario October 2008 – November 2008**

**Key Responsibilities:** As a Customer Service Representative for *T-Mobile* in *StarTek*, responsibilities ranged from activating cellular phones, to running credit checks on customers to determine how many lines they could receive.

## Skills

**Software:** Proficient skill set in the *Adobe Creative Suite* (includes *Acrobat DC*, *After Effects*, *Dreamweaver*, *InDesign*, *Illustrator*, *Photoshop*, and *Premiere Pro*), *Figma*, *HubSpot*, *Microsoft Office Suite*, *iWork Suite*, *WordPress*, *Mac*, and *PC* operational platforms.

**Other Devices:** Light tables and boxes, lighting, strobes, flashes, *Canon DSLRs*, Printers (*Canon C1+*, *Canon ImageRUNNER 5500*), scanners and *Wacom Intuos4* tablets.

**Other Skills:** Hand tooled work, exceptional time management ability, mockup skills, great hand eye coordination, detail oriented, easy to work with, responsible and very accountable.